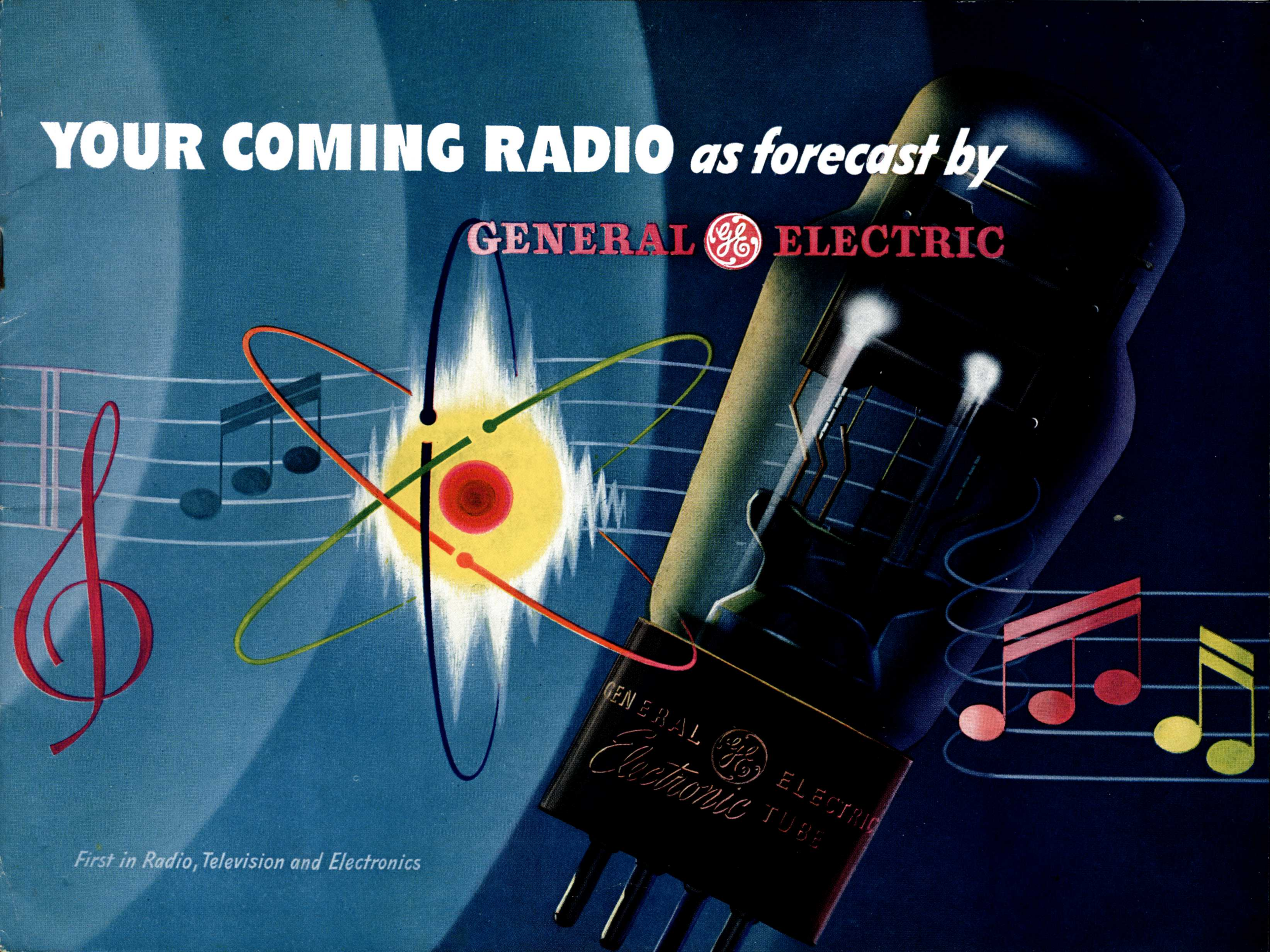
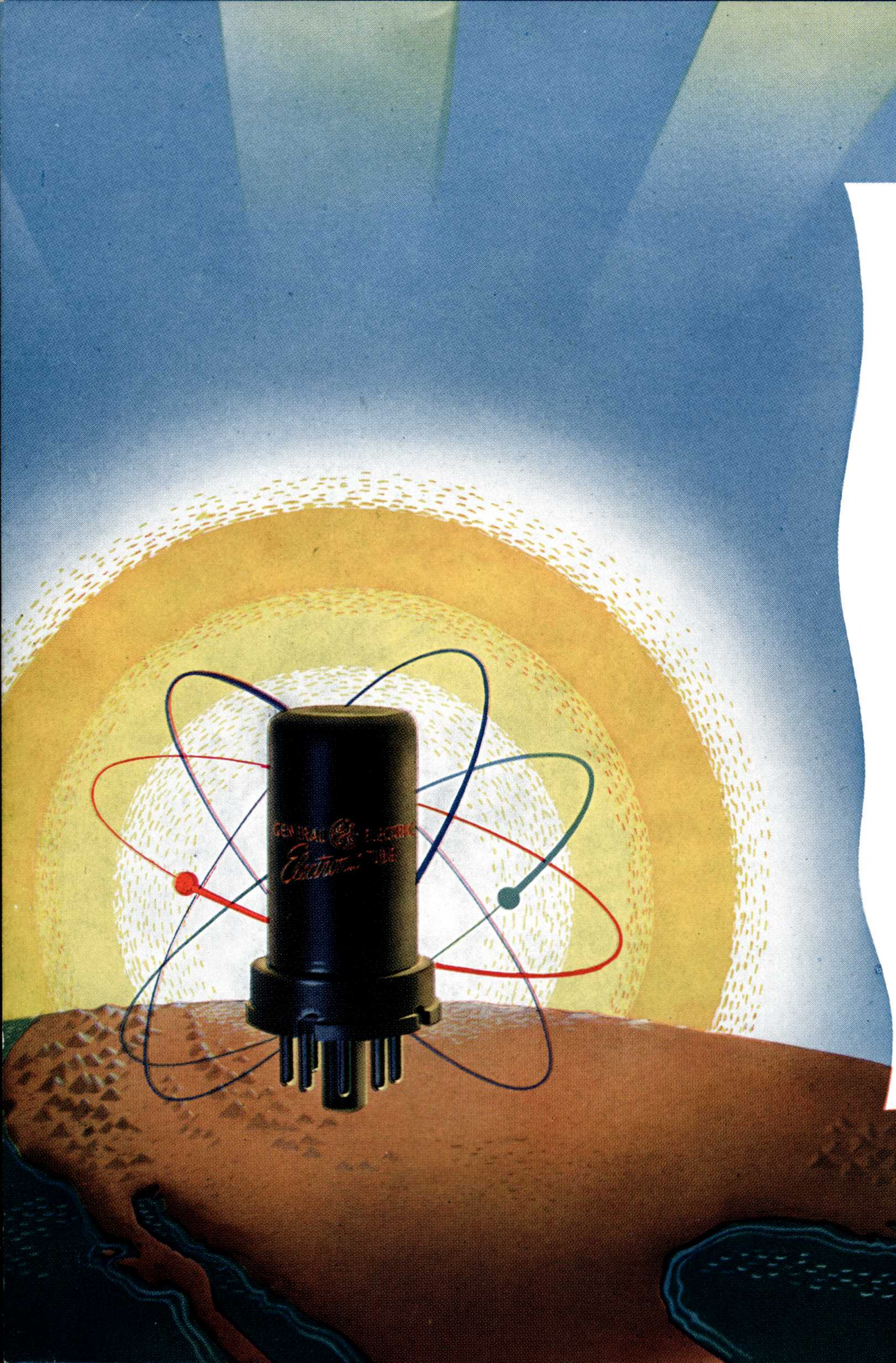
YOUR COMING RADIO *as forecast by*

GENERAL ELECTRIC



First in Radio, Television and Electronics

E-3A Filing No. 6900 Printed in U. S. A.
Copyright 1944, General Electric Company



RADIO · TELEVISION · ELECTRONICS — IN THE WORLD OF TOMORROW

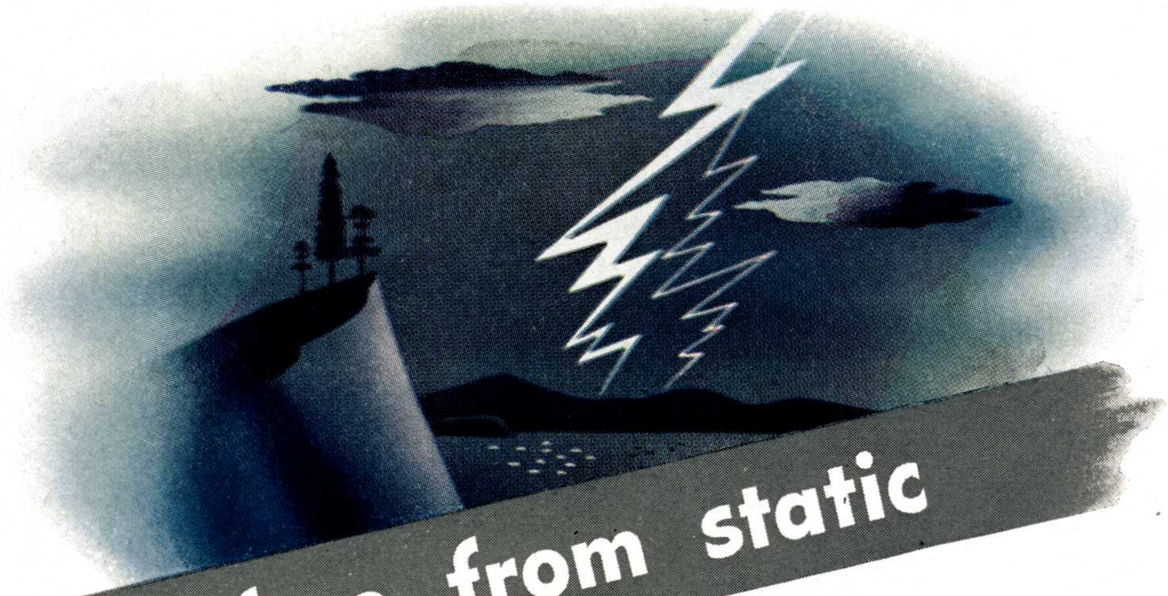
Bright in your daily life in the coming era will be a revolutionary new kind of radio. Television, too, will steadily grow to full stature. Radio and television both are products of the great science of electronics. Man has discovered no other force of more splendid promise than the electron.

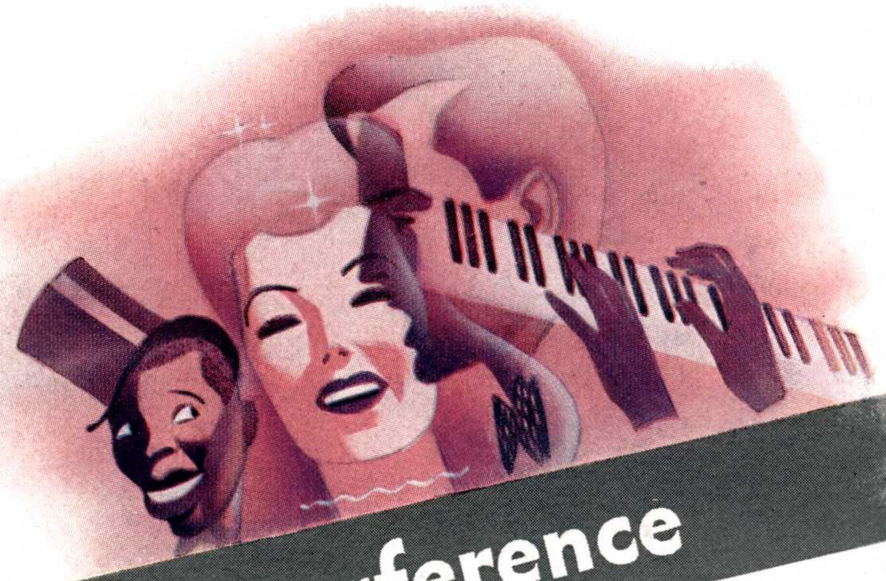
With electronics we are already improving health, inspecting food, navigating airplanes and ships, guarding against fire, controlling humidity, weaving finer fabrics, protecting workers from accidents, and improving human well-being in a hundred other ways. Yet, we are only at the gateway to the marvels of a limitless world.

Not so many years ago General Electric created the high-vacuum electronic tube—the very heart of your present radio. Today General Electric is pouring forth precision military radio and electronic equipment on a scale heretofore unimagined.

In the electronic era of tomorrow, General Electric scientists will bring you radio and television of unprecedented quality. Radio will add immeasurably more to your living. And the day television brings you a sunrise from a hundred miles to the east you will have outsped the earth.

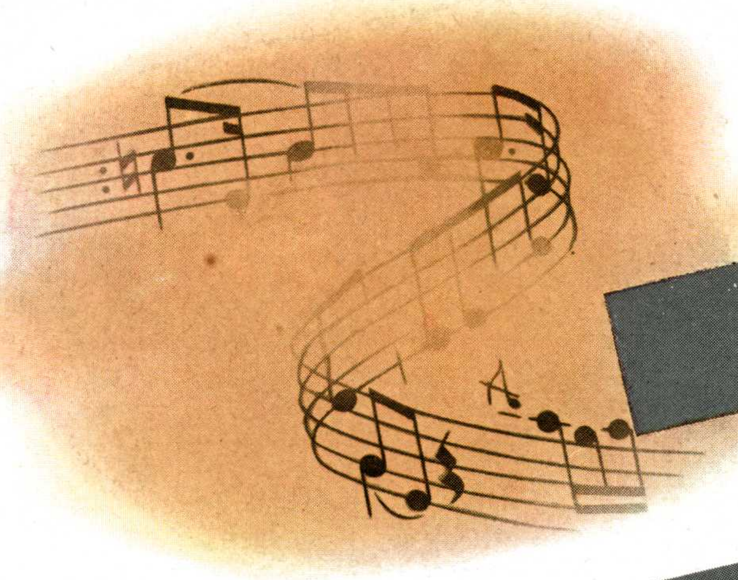
YOUR COMING GENERAL ELECTRIC WILL BE AN ENTIRELY





Virtually free from static

...from station interference



...from program fading

It will bring you natural color music

NEW KIND OF RADIO

A revolutionary new kind of radio awaits you! Every thrilling voice and musical instrument it brings is magically alive with *a wholly new tonal range of dazzling beauty!*

This is your new General Electric genuine FM radio. It *will reduce static to the vanishing point!* No matter what the weather—no matter what electrical appliances are operating nearby—your favorite programs come to you crystal clear against a background of velvety silence.

Your new General Electric FM radio *will virtually eliminate the howl and whistle of station interference!*

The new General Electric FM radio *will virtually do away with fading!* Stations stay at the volume you prefer.

The new General Electric FM radio will bring programs with a *true-to-life realism and beauty of tone impossible from ordinary radio!* Even fine conventional sets miss more than half the fragile overtones that enable you to tell violin from cello, clarinet from oboe, each voice and instrument from others. Your new General Electric FM —Frequency Modulation—radio will capture the beautiful tones that give music all its glorious color.

Only with such General Electric features will you be able to enjoy all the matchless advantages of FM—a completely new kind of radio—the finest radio ever built!

Yvette, singing star of stage and radio, a favorite of our fighting forces.

YOUR GENERAL ELECTRIC FM RADIO WILL BRING YOU NATURAL COLOR MUSIC

a Fidelity Miracle . . .

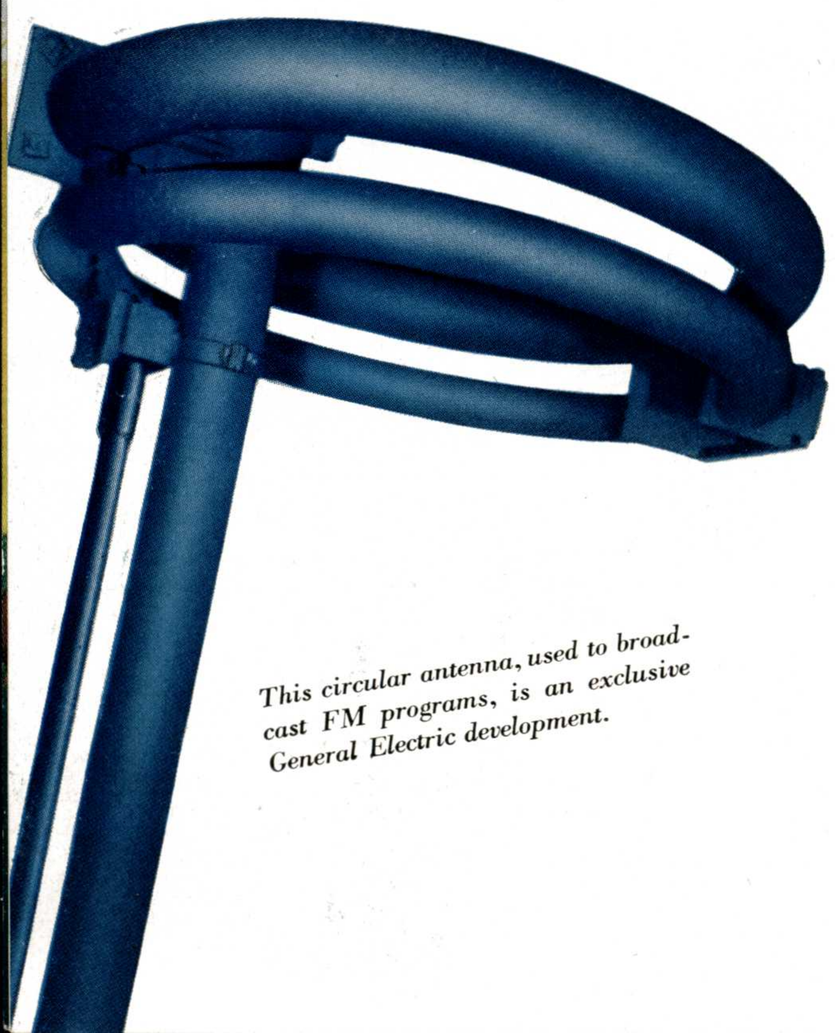
Only this new kind of radio can give you such breath-taking realism . . . such "natural color" tone. So perfectly does General Electric genuine FM re-create voice and orchestra it almost seems the artists are performing right in the room before you.

Your miraculous new General Electric will bring you tones and overtones never heard on radio before because FM (Frequency Modulation) is an entirely new kind of broadcasting. This revolutionary new radio reduces static, fading and station interference to the vanishing point. It reproduces your favorite programs with a range and beauty of tone and overtone . . . a natural color realism . . . not even approached by today's conventional radio receivers.

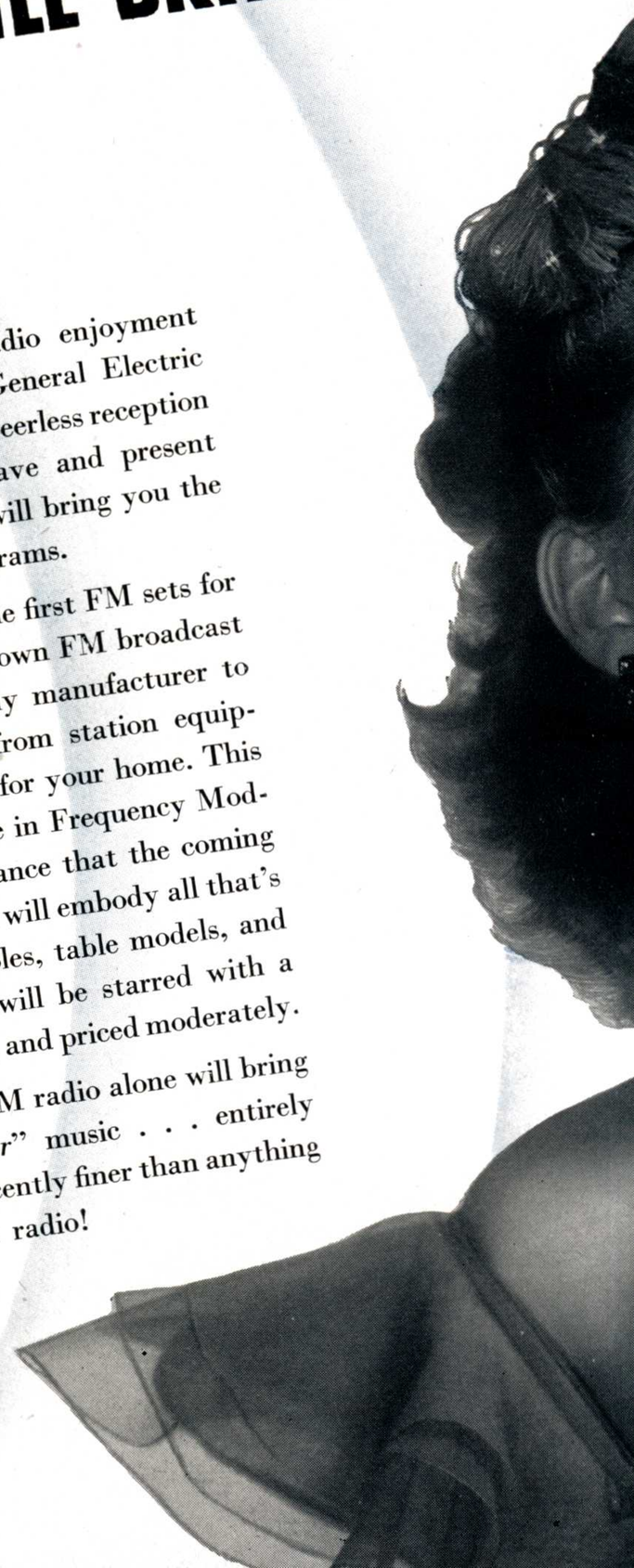
Already FM programs are available to millions of America's radio listeners, and more than five hundred new FM stations are planned. For complete radio enjoyment you'll want the coming General Electric FM which, in addition to peerless reception of international short wave and present day regular broadcasts, will bring you the marvelous new FM programs.

General Electric built the first FM sets for the public; operates its own FM broadcast station; and is the only manufacturer to build FM complete, from station equipment to the radio set for your home. This unmatched experience in Frequency Modulation is your assurance that the coming General Electric FM will embody all that's best in radio. Consoles, table models, and radio-phonographs will be starred with a host of refinements, and priced moderately.

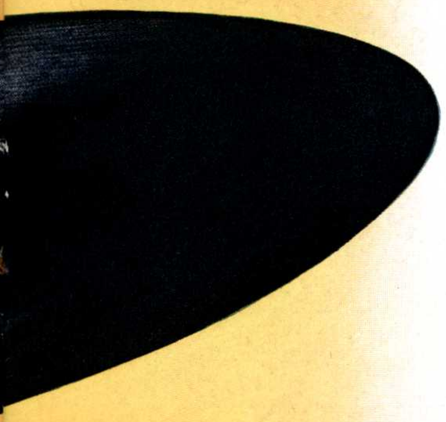
General Electric FM radio alone will bring you "*natural color*" music . . . entirely different, magnificently finer than anything you've known in radio!



This circular antenna, used to broadcast FM programs, is an exclusive General Electric development.



THE GENERAL ELECTRIC RADIO-PHONOGRAPH *a Unive*



rsity in your Home

THERE is music on your records that you have never heard—delicate musical tones and harmonies that conventional systems of reproduction screen out, thus stripping from the melodies much of their original tonal color and beauty.

Now General Electric radio engineers have discovered a revolutionary way to bring out these hidden tones and harmonies—a startling new method of tone reproduction. *Now, for the first time since the invention of the phonograph, you will hear all of the music on the records—over your new General Electric radio-phonograph.*

It will enable you to hear the world's great recorded music as the composers intended it to be heard. You will find new delight and meaning in the colorful folk music—"music as written by the people"—Danish, Dutch, Russian dances—the American hillbilly songs, many traceable to early English ballads.

Your new General Electric radio-phonograph will in truth be a university in your home. Your record library can include history, literature, an outline of the development of musical forms. Through recorded courses you can study languages. And there are hundreds of records especially for children—musical tales of the land where the animals talk, singing games, as well as "grown-up" music that they will enjoy.

You will hear the regular radio programs, international shortwave, and your favorite FM programs—all with a realism and clarity of tone unexampled in the past.

Your coming General Electric radio-phonograph will launch a brilliant new era in re-created entertainment.

The coming G-E radio-phonograph will reveal music on your records that you have never heard before

THE COMING G-E

Self-Charging Portable

PLAYS 20 HOURS ANYWHERE.

Imagine a portable radio you can play *anytime and anywhere* just as freely and just as much as the regular radio in your home!

This is the revolutionary new G-E self-charging portable. It *ends* all the worry and expense of *frequent battery replacements*, for it has its own rechargeable battery and built-in silent charger!

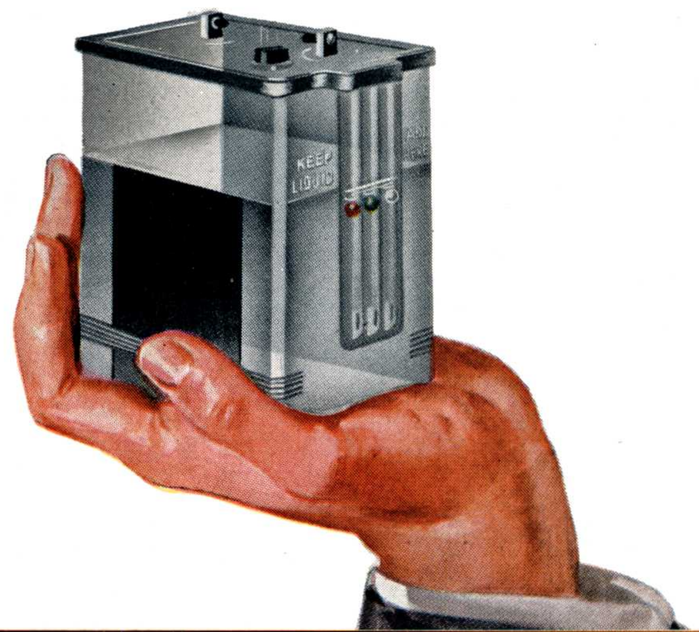
Outdoors you can play it hour after hour—at the beach, in your garden, wherever you please. Then indoors you simply plug it into your house current—and soon it's ready again for another *20 hours* of carefree enjoyment anywhere. Even while recharging, it can be played at full volume.

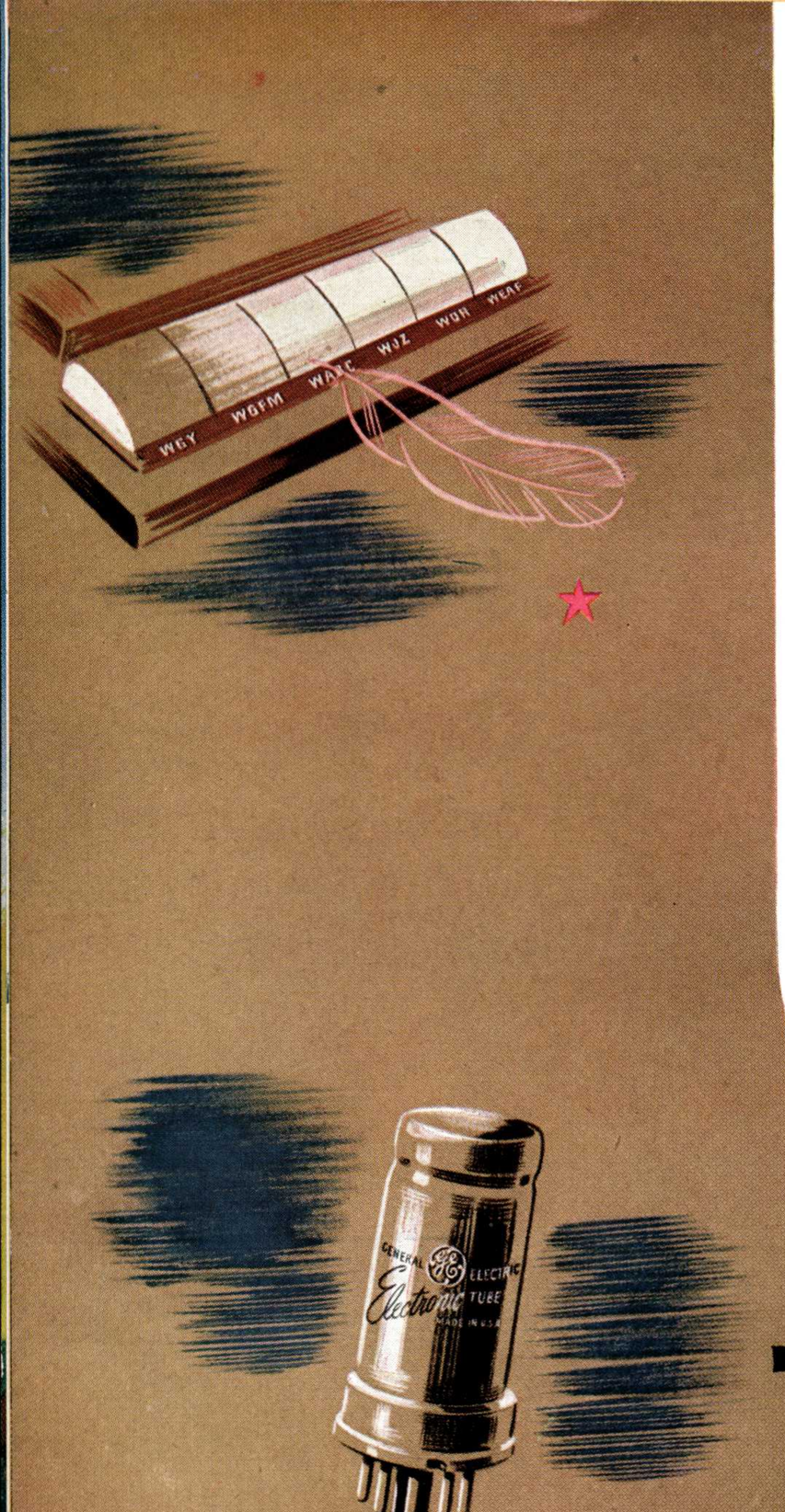
Equally remarkable are its *tone* and *power*. Even distant stations come in with a full-throated richness and clarity. Now for the first time a rechargeable battery, silent charger, 6 G-E electronic tubes, long-range antenna, oversize speaker are all built into one superb portable—light and sturdy enough to take anywhere, yet handsome enough to grace any room.

For all your leisure hours after Victory, G-E electronic research will bring you the *only* self-charging portable *actually backed with years of proved dependability*. Plan now to own one or more of these dual-purpose radios.

. RENEWS ITS OWN POWER OVER AND OVER AGAIN

This tiny, leak-proof, rechargeable battery provides power for 20 hours at full volume. Visual indicator tells when to plug it into your house current for complete recharging.





GENERAL ELECTRIC WILL GIVE YOU THE EVER BUILT INTO ANY RADIO

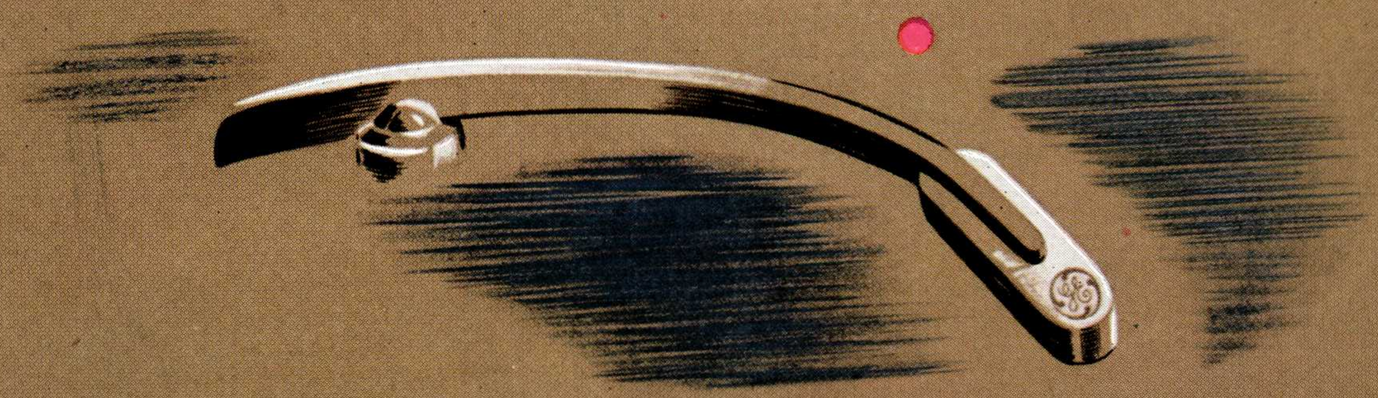
★ **Automatic Station Selector**—Touch tuning keys can be set for any standard broadcasting station. Complete manual tuning at will.

Built-in Triple Antenna—Will eliminate all external wires. A new type of FM antenna will provide better pickup than previous designs. A high efficiency antenna for conventional reception will reduce local interference. A special long-distance antenna will improve the reception of shortwave programs.

▬ **Matched Electronic Tubes**—New and improved G-E metal tubes will perfect the reception of your radio and your recorded entertainment.

Automatic Volume Control—Will prevent the annoyance of fading on distant standard broadcast stations, and will prevent loud blasting when you dial past high-powered local stations.

● **Perfected G-E Tone Arm**—Will improve the reproduction of your records and will lengthen record life.



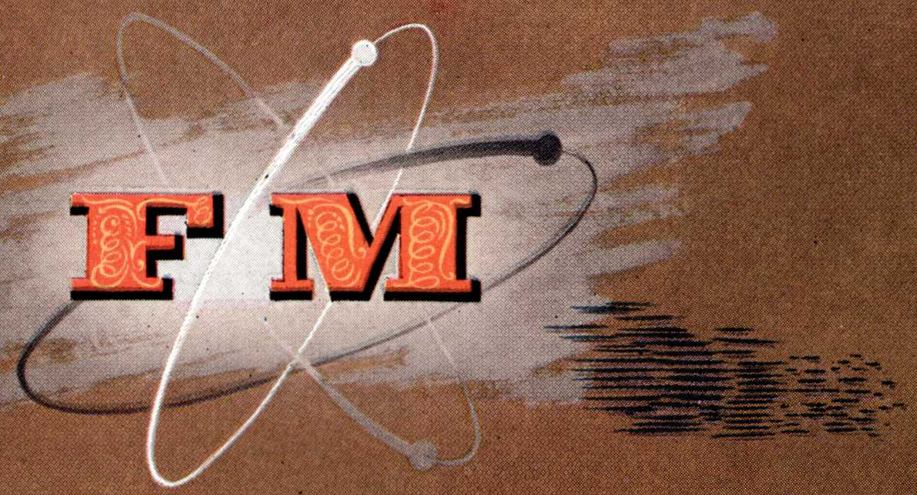
FINEST FEATURES
OR RADIO-PHONOGRAPH

All Broadcast Bands—Your new General Electric radio will bring you the superb new FM programs, the standard broadcasts you now hear, and international shortwave programs.

Acoustical Balance—Will be a built-in feature, where cabinet maker and engineer combine skills. From its electronic heart to the artistry of its cabinets, the General Electric will stand supreme among radio-phonographs.

★ **Matched Speaker Unit**—Will faithfully reproduce the new tonal fidelity of natural color music. The speaker unit will match the electronic amplification unit both in engineering excellence and precision workmanship.

● **The Automatic Record Changer**—Will play both 10-inch and 12-inch records without attention. Manual operation when desired.



Musa

aphonic

THE GENERAL ELECTRIC

DELUXE RADIO-PHONOGRAPH

A MUSICAL INSTRUMENT

OF DISTINCTION

This is the Musaphonic . . . created in answer to the rising interest in fine music, authentic styling, and a higher fidelity of re-created entertainment.

When the Musaphonic first was offered a few years ago, the acceptance was instantaneous. It was clearly the superlative musical instrument.

When it again is possible to build radio-phonographs for the home, General Electric will offer you an even finer Musaphonic. It will place at your command the whole vast treasury of recorded music.

The symphonies . . . the operas . . . the trumpeted brilliance of youth's swing kings . . . the great chorales . . . waltzes . . . rhumbas . . . ballads . . . you'll hear them all, with a realism, a purity of tone, and an ease of instrument operation heretofore impossible.

The coming Musaphonic will feature FM natural-color music. It will bring you the whole dazzling range of the overtones—those fragile tones that alone give to each voice and to each musical instrument its life and character. The conventional radio, on the other hand, shuts out nearly half of these vital overtones, and hence denies you much of the pleasure and inspiration music is intended to give.

The new Musaphonic will be presented in the finest period cabinets, authentically styled to harmonize with other fine furniture—for homes where style as well as music are bright-woven in the fabric of family living.

The new General Electric Musaphonic will enrich all the years of your home. It will be an electronic masterpiece—promising you that rarest of all things—a new experience.

We asked 240,000 families their preference in

cabinet design

Enduring beauty . . . harmony . . . authentic style . . . these will characterize the superb new General Electric radio cabinets.

For General Electric recently went to 240,000 families to discover what America wants in a new radio and a new radio-phonograph. A special booklet of questions was prepared and sent out. Particular endeavor was made to learn the preferences in cabinet design—the style, the size, the finish, the quality of cabinets preferred.

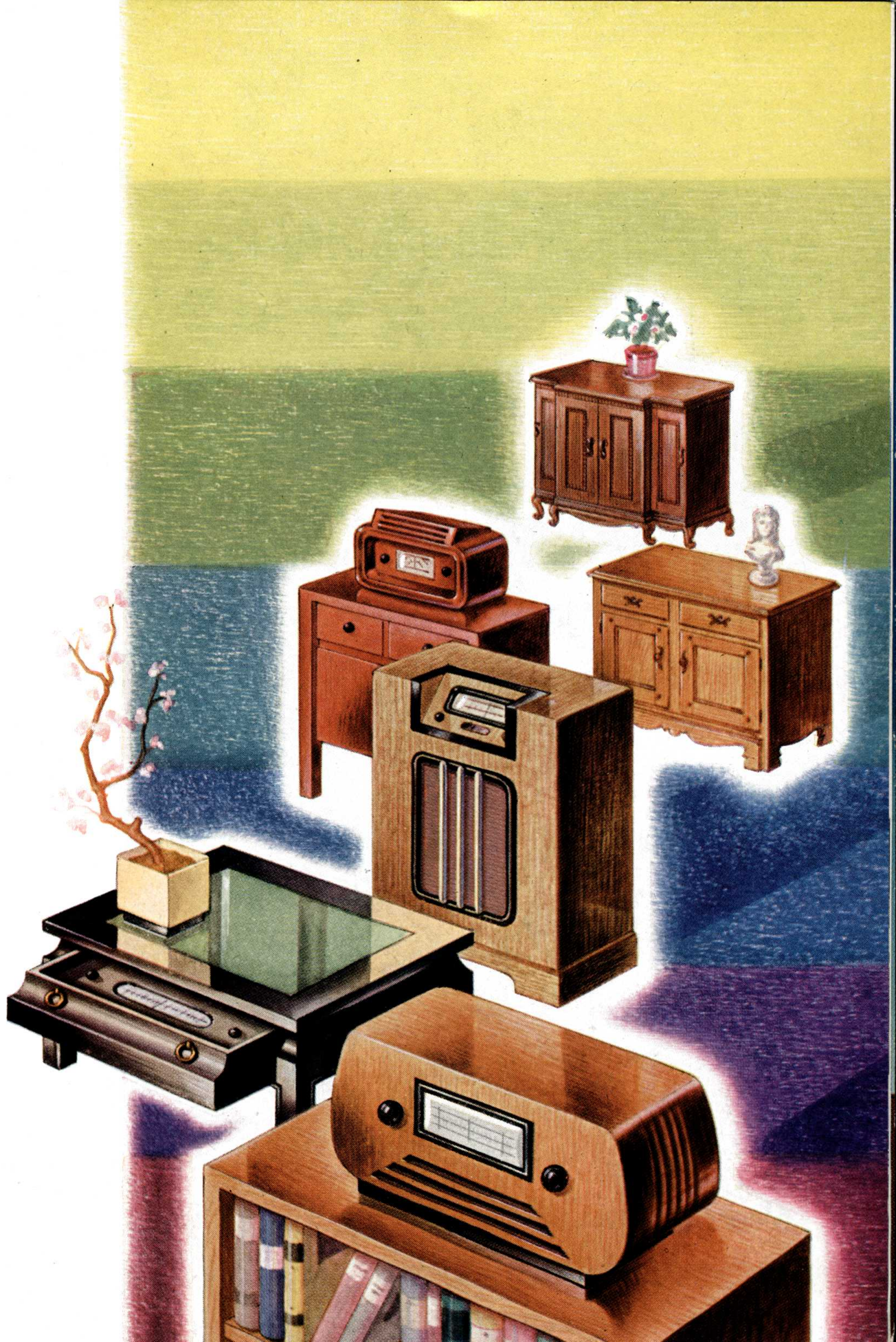
Abundant information was gained from the thousands of replies, and all of it is helping General Electric to build the quality instrument you want to own.

All the rich harmonies of fine furniture also will add inspiration in planning the new General Electric cabinets —the Regency period, Sheraton, Chippendale—the commode, the credenza, the breakfront.

Cabinets will be finished by craftsmen long skilled of hand and wise in the responsiveness of beautiful wood. The controls and phonograph, the record album compartments and other features will be arranged for convenience and ease of operation.

From celebrated designs of the masters, from the best contemporary trends, from the results of research and long experience, General Electric's style authorities will create the brilliant new General Electric radio and radio-phonograph cabinets.

There will be a wide selection of styles and sizes . . . models suitable for spacious music rooms or modest homes—but always in designs of rare beauty.



SPECIALISTS NOW BUILDING THE WORLD'S FINEST MILITARY RADIO EQUIPMENT WILL BUILD *Your Coming* GENERAL ELECTRIC RADIO

Landing operations. Naval guns blazing . . . over ship-side and into the surf goes G-E watertight radio equipment. Hauled ashore it is opened and within seconds put into operation. Plunging tanks, directed by a G-E radio, roll into action. Upstairs, in sub-zero cold with the bombers, G-E radio helps the crews carry out their assignments.

Today every Liberator, Flying Fortress, Marauder and Commando, and thousands of tanks, tank destroyers, and command cars are equipped with General Electric radio. A large proportion of the high-powered radio transmitters used by the Army and Navy were built by G-E.

Never before has radio had a task of so much importance to do, and it must pass the most gruelling pre-service tests. Equipment is frozen in the "stratosphere chamber." It is subjected to salt spray to test its corrosion resistance. On a vibration block it is given a shake-up exceeding anything expected in service.

The full story cannot yet be told, but twenty-four hours a day General Electric specialists are working on such developments as these. G-E is producing more military radio equipment than any other home-radio manufacturer.

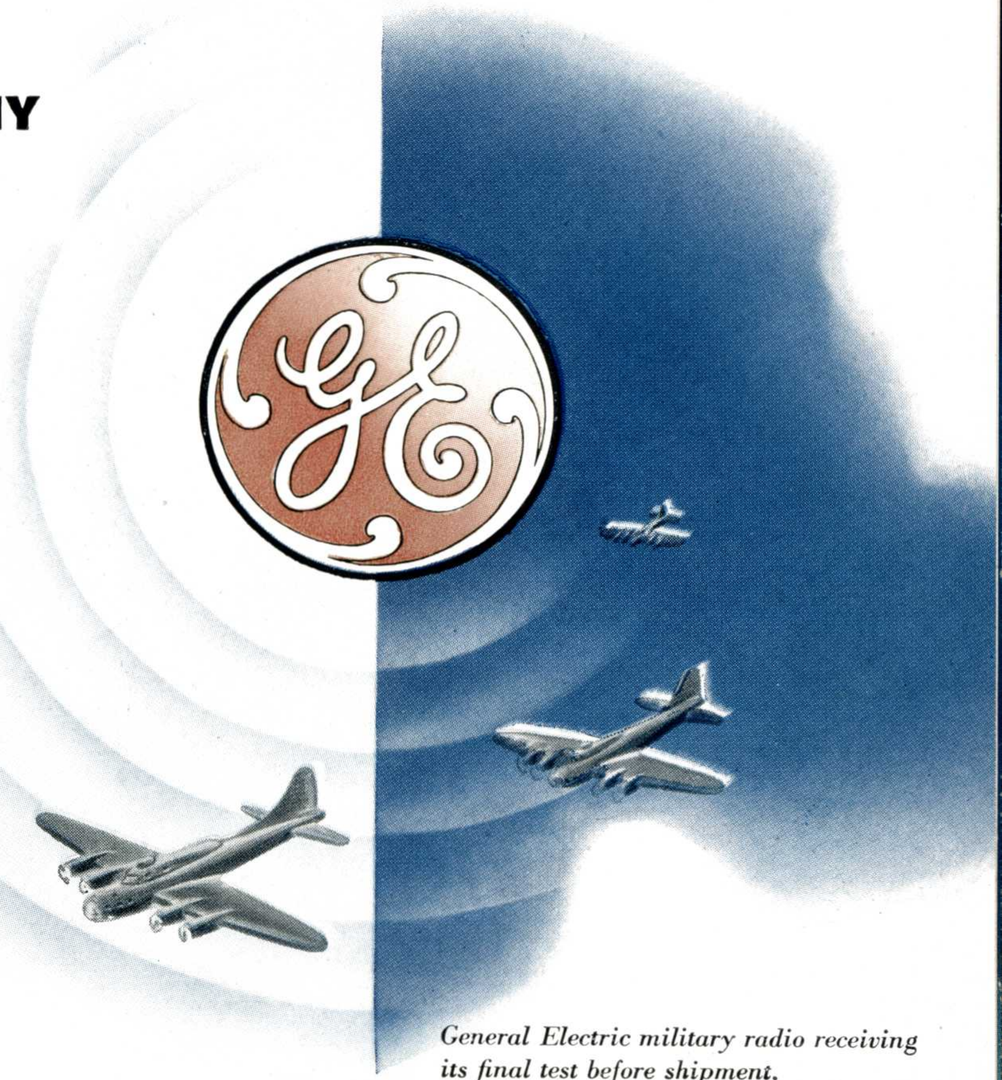
This all has led to still higher standards in the exacting science of radio. Soon General Electric will build a new radio for you. The G-E specialists, and the new knowledge and skill they have gained in military production, will make your new General Electric the finest radio you have owned.

Here G-E aircraft radio is tested to assure its operation during a quick climb from tropical heat to the "50 below" of the stratosphere.

Tremendous quantities of radio equipment being built by General Electric for the Navy's world-wide communications system.

GENERAL ELECTRIC IS BUILDING MORE MILITARY RADIO EQUIPMENT THAN ANY OTHER HOME RADIO MANUFACTURER

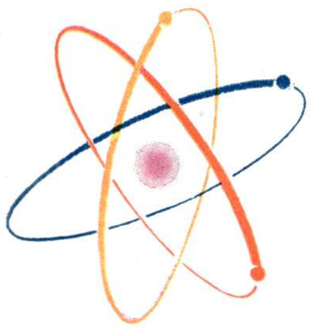
A giant G-E electronic tube that powers a radio transmitter being formed on a glass lathe.



General Electric military radio receiving its final test before shipment.

Today every Liberator, Flying Fortress, Marauder and Commando —and thousands of tanks, tank destroyers and command cars— are equipped with General Electric Radio.

FAMOUS GENERAL ELECTRIC FIRSTS IN RADIO



THE radio in your home today, regardless of its make, contains many fundamental developments of General Electric scientists.

For example, the very heart of modern radio—the *high-vacuum electronic tube* was developed by Dr. Langmuir of General Electric. Without this tube radio as you know it today would not exist.

The *disk-seal* tube, developed by E. D. McArthur of General Electric, is an entirely new design that makes it possible to generate and use waves of even higher frequencies than those used in FM radio and television. It opens the way for many new electronic applications.

The *thoriated-tungsten filament*, another G-E development, reduced power consumption to 20% of that formerly required. This made practical the building of battery-powered, two-way radio equipment such as that used in police cars and airplanes.

The *screen-grid tube* was first developed by General Electric's Dr. Hull. If it had been necessary to build radios without screen-grid tubes it would have required twice as many tubes and circuits, and would probably have cost the American public twice as much.

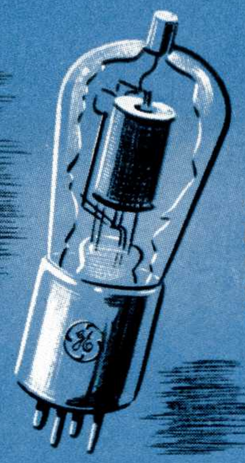
The *dynamic speaker*, developed by General Electric, brought high-fidelity reproduction to radio listeners for the first time. This speaker for years remained the finest available until General Electric further improved it by using the alnico super magnet.

General Electric built the first FM receivers used by Major Armstrong, the inventor of FM, when he was perfecting this new kind of radio broadcasting.

The General Electric "FIRSTS" in radio are many. They range from tiny electronic tubes only an inch high to the awesome 500,000 watt radio transmitters of the Navy's world-wide communications system. Add up all of these fundamental "FIRSTS" and you can see that modern radio was "born" at General Electric, and "grew up" at General Electric.

You can depend on G-E to bring you the worthwhile developments of radio . . . *Only as a General Electric owner will you be able to enjoy all of the advancements G-E has brought to radio . . . Only as a General Electric owner will you be able to enjoy the full advantages of FM radio—FM Natural-Color Music.*

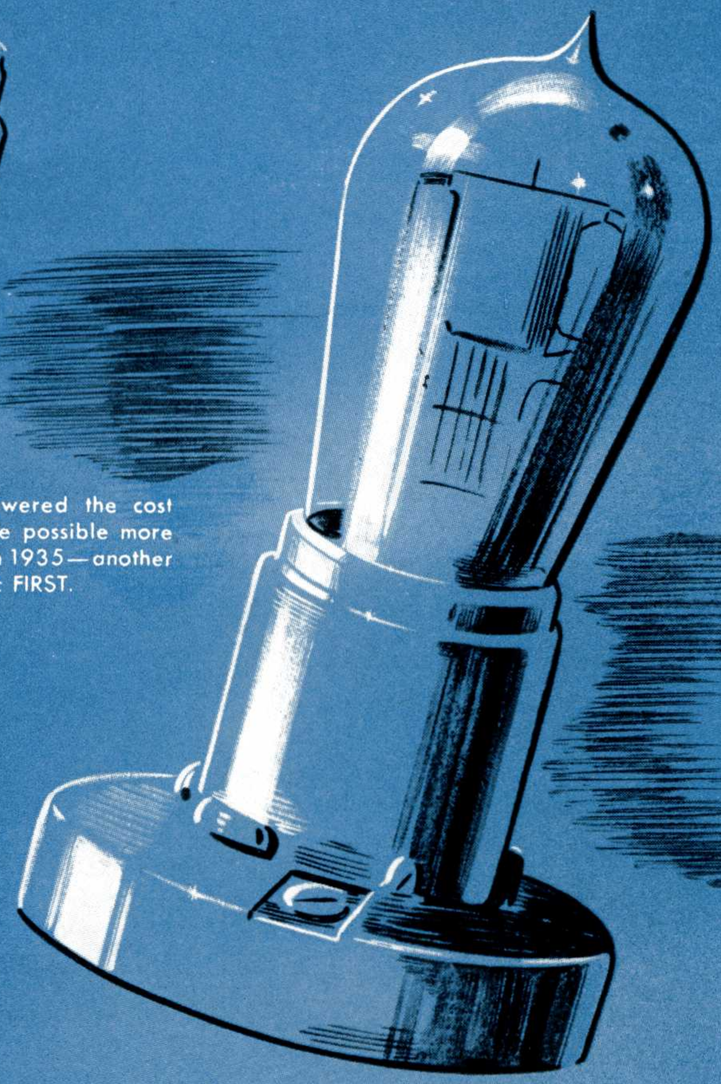
G-E Feathertouch Tuning—at popular prices. Push buttons assured instant, accurate tuning and did away with distortion resulting from improper tuning. Announced in 1937—another G-E radio FIRST.



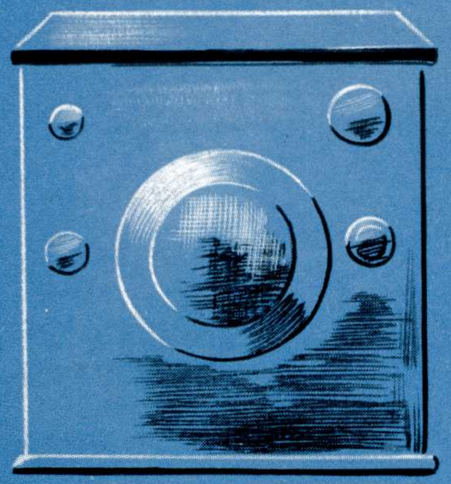
The G-E Screen-Grid Tube—It reduced by half the tubes and circuits required and, therefore, greatly reduced the cost of radio sets. Also improved reception. Announced in 1927—a fundamental G-E FIRST.

The G-E Disk-Seal Tube—an entirely new design of electronic tube makes it practical to generate and utilize much higher frequencies than those used in FM radio and television. Another General Electric FIRST.

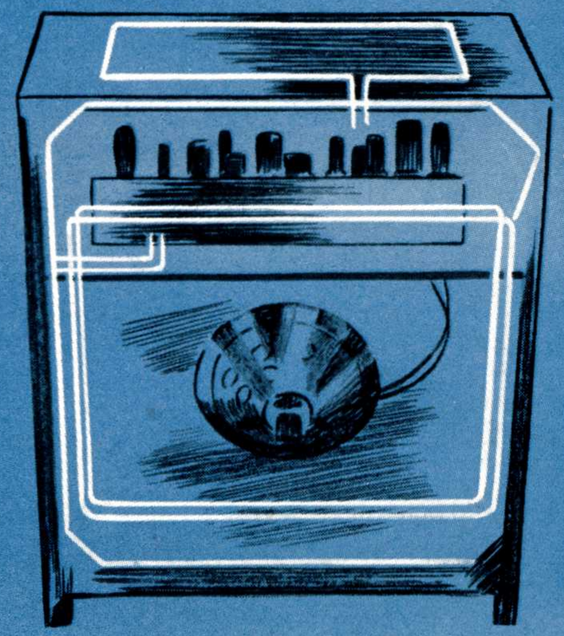
The G-E Metal Tube—It lowered the cost of good reception and made possible more compact radios. Announced in 1935—another fundamental General Electric FIRST.



The Heart of your Radio—the high-vacuum electronic tube amplifies the infinitesimal power in a radio wave enough to operate a loudspeaker. Without it modern radio could not exist. Announced in 1915—a fundamental General Electric FIRST.

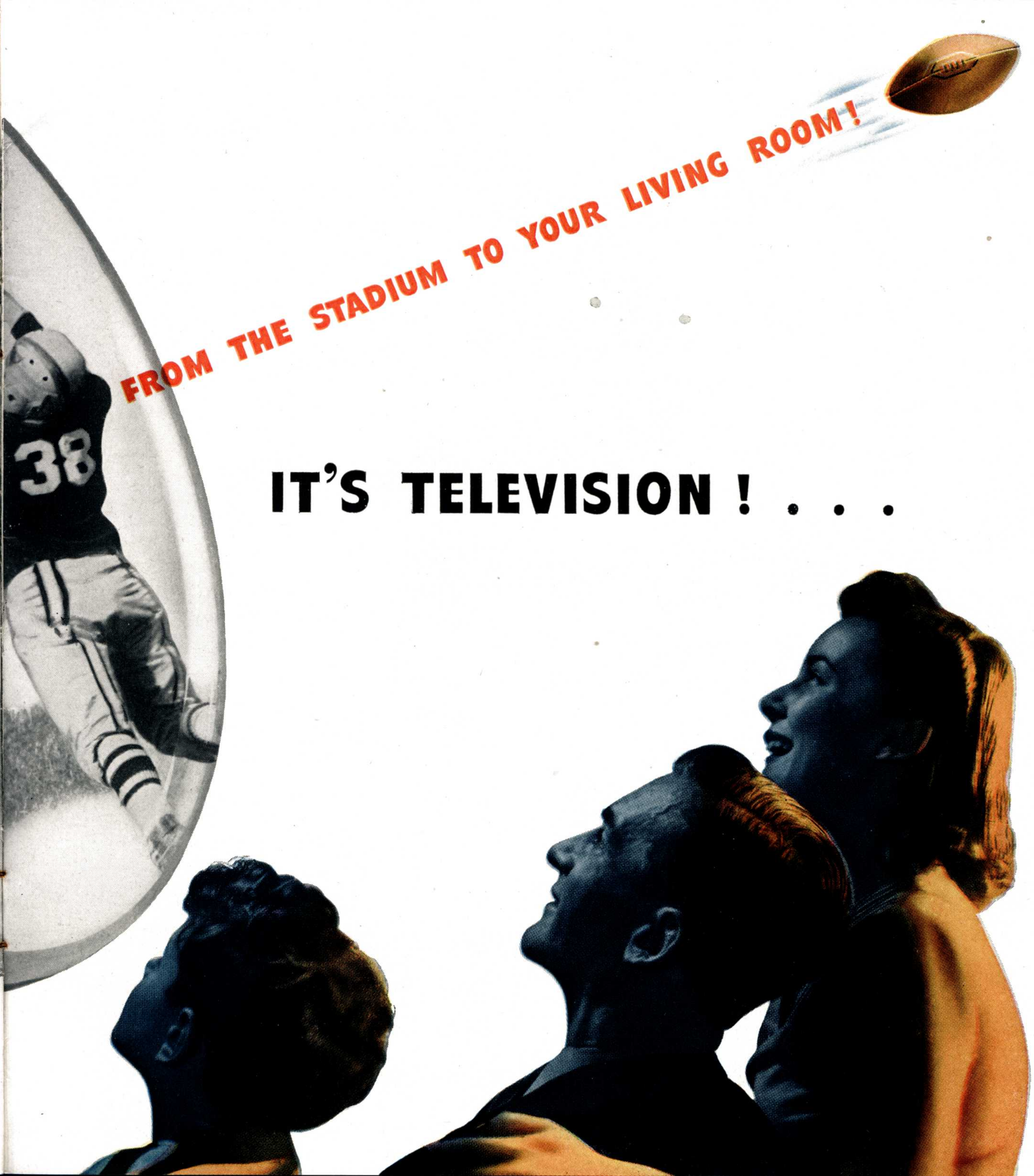


The G-E Dynamic Speaker—Without the dynamic speaker the high fidelity radio reception you take for granted today would not be possible. Announced in 1924—another fundamental General Electric FIRST.



The G-E Beam-A-Scope—built-in loop antenna. It reduced local interference, improved selectivity, and eliminated need for aerial or ground wires. Developed in 1937—another fundamental G-E FIRST.

The Electronic Picture Tube of a General Electric home television receiver.



IT'S TELEVISION ! . . .

• • • You will be able both to SEE and hear the world parade—over your General Electric television receiver. "East" storming "West" on the gridiron to the roar of fifty thousand fans . . . fashion shows . . . big league baseball . . . Punch and Judy to make the children laugh . . . celebrities in the news. Where once you heard history made, you will SEE it happen!

Wide-angle views on your General Electric television receiver will gather in the entire scene. The picture will be crystal clear and lifelike . . . a smoothly flowing stream of action. As soon as possible General Electric will offer many models—some with a direct-view screen, others that will project the picture on a wall screen in your living room.

Television will take its place alongside FM and conventional radio. It is by far the most intricate of the electronic arts. Into the design and construction of television receivers and transmitters must go nearly all that is basic to FM, to present day radio, and to many other branches of electronics—plus all that is unique to television itself.

Only a television receiver bearing the famous G-E monogram will be backed with so much vital experience. General Electric will bring you television at its finest—in an instrument which embodies the many marvels of electronics developed by G-E in more than a quarter century of electronic research.

TELEVISION IN THE WORLD'S

IS BEING PERFECTED

FOREMOST STUDIO-LABORATORY

This is WRGB, Schenectady . . . where General Electric is bringing to reality another wonder of our time . . . where the most extensive television equipment in the world is in operation.

Here far sighted men come from all over the country to study this new art—motion picture executives—newspaper publishers—engineers—broadcast station owners—men who are planning to build and operate television stations after the war.

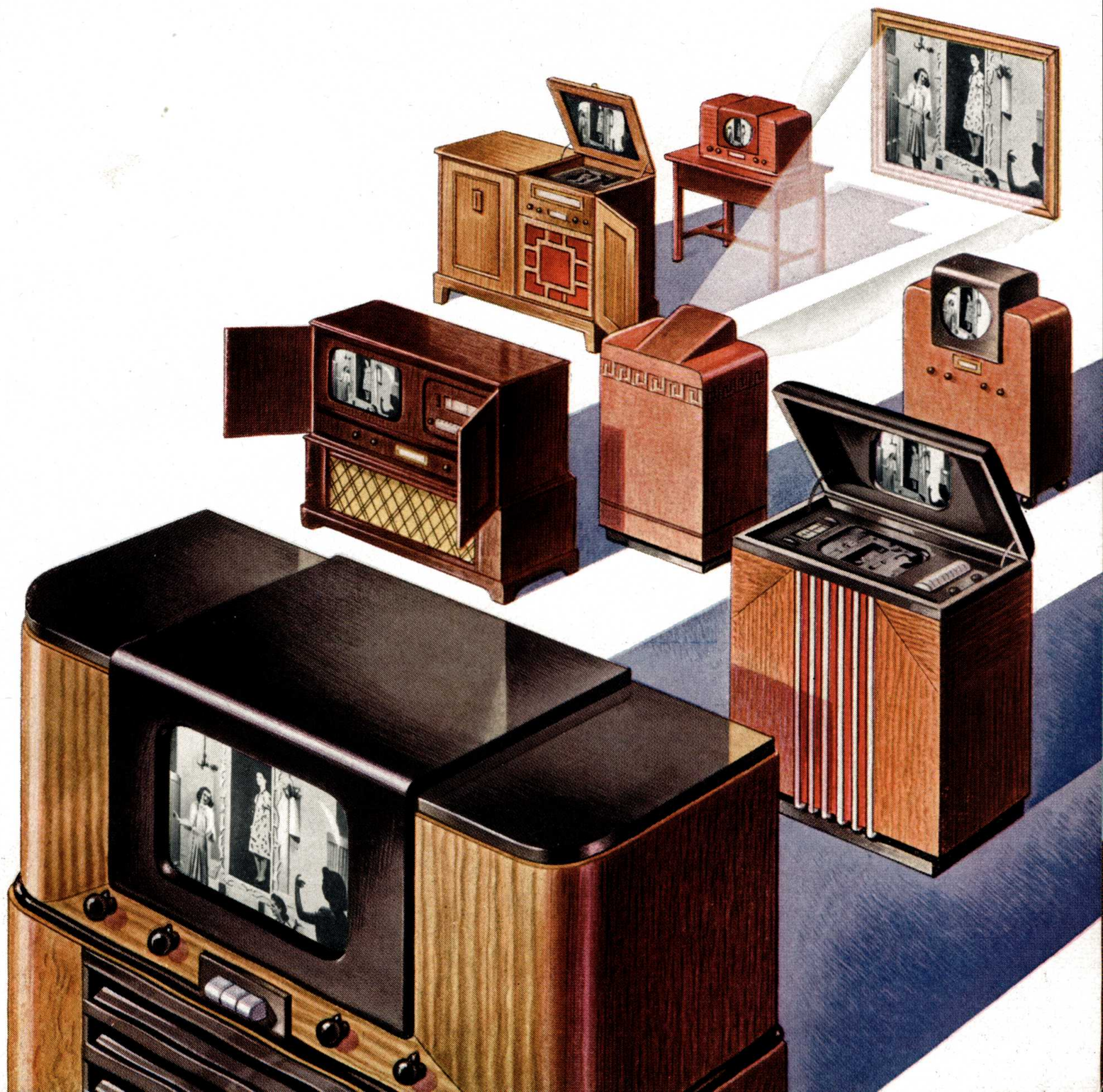
To WRGB also come program producers, advertising experts, department store executives and representatives of the nation's great industries whose support will pay for the thrilling programs General Electric television will bring to America. They come because station WRGB is conducted in the public service as a proving ground for this great new art.

Pioneer in television since 1926, General Electric launched the first regular television broadcasting schedule . . . achieved the first long distance high definition television reception . . . established the first television network. General Electric is the leader in the electronic industry which includes the manufacture of broadcasting equipment for FM, present-day radio, and television.

Programs are being televised now from General Electric's WRGB and from eight stations in other parts of the country. Groundwork already is being laid for scores of new stations. The difficult engineering problems of nationwide television networks will be solved.

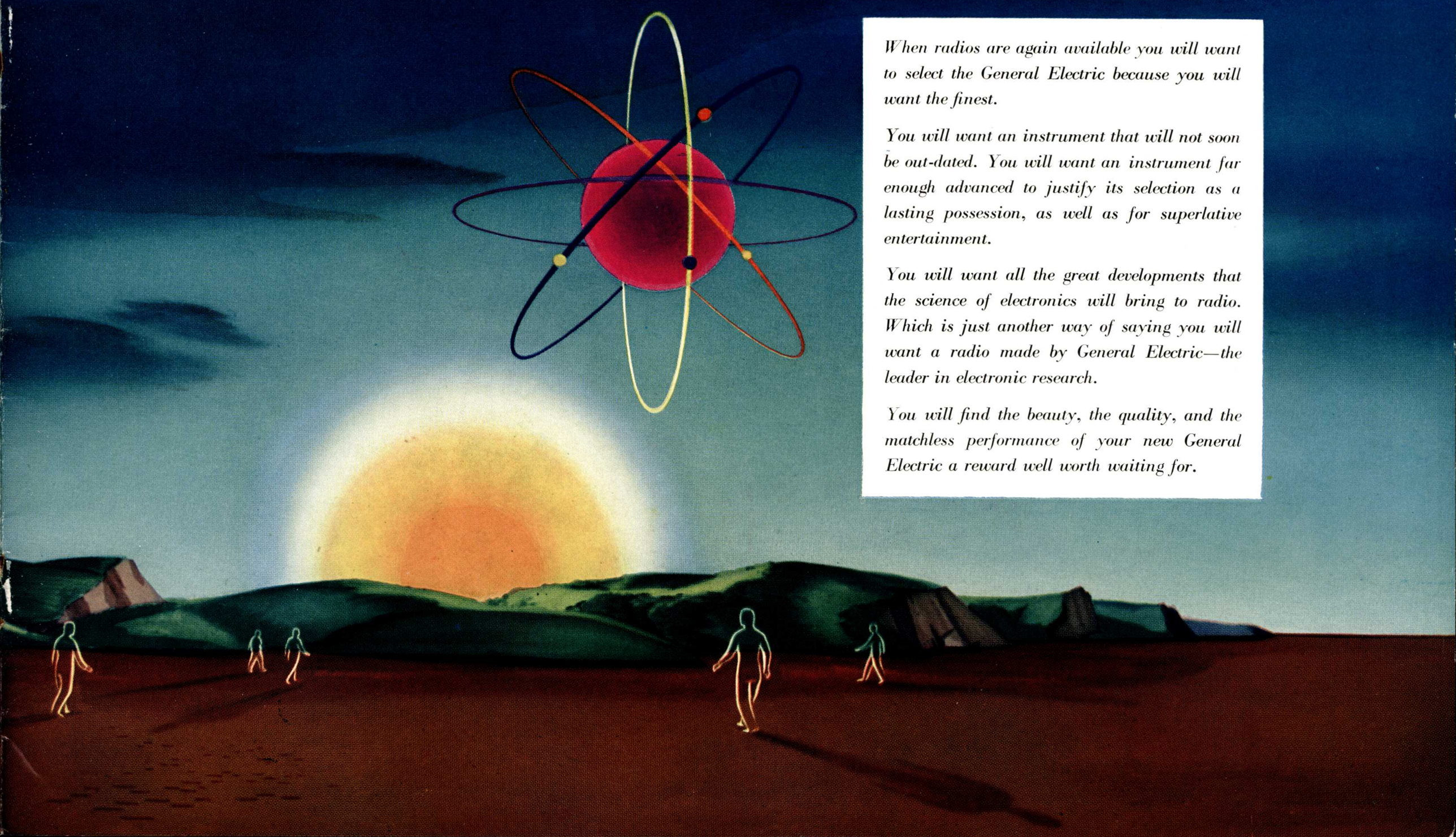
These developments forecast the day when General Electric television will be your picture window on the wonder world to come.

You are always welcome at the General Electric television station WRGB in Schenectady.



GENERAL
ELECTRIC
TUBE

A NEW EXPERIENCE IN RADIO AWAITS YOU



When radios are again available you will want to select the General Electric because you will want the finest.

You will want an instrument that will not soon be out-dated. You will want an instrument far enough advanced to justify its selection as a lasting possession, as well as for superlative entertainment.

You will want all the great developments that the science of electronics will bring to radio. Which is just another way of saying you will want a radio made by General Electric—the leader in electronic research.

You will find the beauty, the quality, and the matchless performance of your new General Electric a reward well worth waiting for.

GENERAL ELECTRIC RADIO

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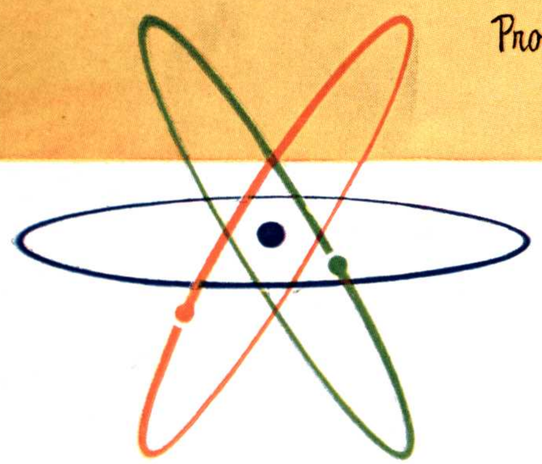

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